

RealEstateNews

INFORMATION TO HELP YOU WHEN BUYING OR SELLING | September 2015 |

Is Spring Really “The Selling Season”?

BY JOHN TUCKER

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With the arrival of Spring, the real estate market is set to blossom in a big way.

Spring is traditionally referred to as “The Selling Season” and with very good reason.

The arrival of the warmer weather heralds a marked increase in the number of buyers looking for that special property to enable them to move in before Christmas.

Gardens are looking at their absolute best and sellers are able to present their properties well so that the first impression a potential buyer gets is a very favourable one.

Attention to Detail is Crucial!!

With many properties coming onto the market it is imperative to go and stand in the street in front of your house and try to imagine that you are looking at it for the first time as a possible buyer. Try hard to pick faults. It is better for you to find them and fix them rather than have a buyer see them. Try to judge your home by the

standards of a buyer, not by your standards - see it through their eyes.

Make sure that any minor repairs to the fence or gate are attended to and any flaking paint is removed from eaves or fascia boards. Sweep the paths and remove any winter weeds from the garden beds.

There are a lot of small things which you can do inside your home to give it that extra “sparkle” appeal, one of our consultants can help with advice and also referrals to local tradespeople.

A few minor touch-ups here and there can make the difference of thousands of dollars in your final selling price.

If you are thinking about selling and taking advantage of the Spring Real Estate Season, the first thing you need to do is find out just what your property is worth in the current market.

Throughout September and October, our team is offering FREE market appraisals to all homeowners, without risk or obligation. ■

Considering selling your property?

– BY PAUL KOUNNAS



Not Just the Market!

Our sales team are continuing to excel in the market place. I continually hear people say that the reason we do well is because of the strong market place.

There is no doubt that the sales market is strong but I believe our continued **success comes down to our longer term approach to our clients, our marketing plan and most importantly the negotiation process our team follows.**

With those things in mind, our team is being chosen more often to sell clients homes compared with our competitors. In fact, in terms of number of sales being made, we are **now selling three times more than the average agency in our marketplace.**

I would like to sincerely thank all the people that have allowed us to sell their homes and I would welcome anybody considering selling to contact our sales team for an estimate of what they might get in today's market.

Best wishes

Ben Price
Managing Director

When is the right time to sell your property? Whether it's an investment property or your family home, making the decision to put your property on the market is not an easy one. Emotions can be high and there is a lot at stake with varied opinions about market values, timing, agent selection – or even how to start the process of selling. At Ben Price Real Estate we recommend you consider a few important questions when thinking about placing your property on the market.

What is my property worth?

This question is the most common question asked by prospective sellers. Ensuring you receive an accurate market estimate on your property's true value is essential when making the decision to sell. We provide independent and accurate valuations based on the current market, recent sales activity and property age and condition.

Is now a good time to sell?

While we believe there is never a 'bad time' to sell (there are ALWAYS buyers), it is still important to know when is the best time to put your property on the market and what are the necessary steps to maximise the sale price. We have extensive local experience and can advise you on the best time, method and marketing options to sell your property.

If I wait, will prices go up – or down?

There is a lot of information in the market about property prices, much of which is conflicting. We recognise most sellers are seeking a genuine and realistic appraisal of their property and guidance on the best time to sell. While there is no perfect time to sell, there are a range of key market trends and indicators that can assist the seller to determine the best time for them to put their property on the market and maximise the sale price.

We are here to help you decide on the best time to sell and guide you through the process.

How do I ensure I am getting the best possible price?

Most sellers are keen to obtain the highest possible price for their property. Ben Price Real Estate has extensive experience working with homeowners to guide and assist them in preparing their property to maximise the sale price. The best sales outcomes are achieved when the agent and the seller work collaboratively on the property preparation timetable and marketing activity in advance of the sale. This ensures when prospective buyers first become aware of the property, it is already looking its best – giving the homeowner the greatest opportunity of achieving their desired price.

So how can we assist in the process of selling your property?

Our role is to make the process of selling your home headache free. We understand the decision to sell a property is a major life decision. For many, it is the largest financial decision they will make in their lives. We will help guide you through the complex maze of questions and decisions regarding selling your property and work with you to achieve an outcome that works for you.

Adding extra sparkles

BY GARY PITTARD

Giving your property that extra appeal

You rarely need to spend thousands of dollars to make your home attractive.

Buyers are attracted by the appearance of your property and, when they inspect it, they are influenced by its atmosphere. The right appearance outside, followed by the right mood inside, gives you the best chance to get the highest price.

You rarely need to spend thousands of dollars in renovations or repairs to make your property attractive. All you have to do is pay attention to some obvious points, all of which can make a big difference to your price.

Falling in love

Buying a home is emotional. The feeling of a home is more important than the price. If your agent has 'qualified' the buyers, they will not be 'lookers'; they will be genuine people who can afford your asking price.

Their feelings will be the main reason they accept or reject your property.



The word 'love' is common with home buying, and even with land, when buyers report loving the location.

Buyers say, "We loved that home and that's why we bought it." So make sure you present your property at its finest. Remove or fix anything that might 'turn off' the buyers.

First impressions

We are attracted to homes the same way we are attracted to people.

The first thing we notice is the outside. If the property is clean and neat and welcoming, we are interested. If it is scruffy or dirty, we are turned off.

Buyers often say they "just want to look from the outside." They want to see if they are attracted by the appearance.

For this reason you need to be careful how your agent markets the property. Advertising an address, and opening for inspection a property that might not be attractive from the outside, can lose many buyers.

To make your home look its best, attention to detail is crucial. When you live in a property, you can overlook its



little faults. It is now time to have a fresh look.

Stand in the street and look at your property as if you were seeing it for the first time. Try hard to pick faults. It is better that you find the faults, while there is time to fix them.

Try to judge your property by the standards of the buyers, not by your standards – try and see it through strangers' eyes.

The challenge is to make your property as attractive as possible without spending too much.

This article is adapted from the seller booklet, Get the HIGHEST PRICE for Your Property. To have a complimentary copy home delivered, please contact the agent who sent you this newsletter.



If you are thinking of selling... time to get ready for a

Spring Sale

Call us now for a **FREE** Appraisal, Expert Advice and Help to get you ready for your Spring Sale!



Spring into action

☎ 9832 3535 4722 9995

www.benprice.com.au

Are you looking to lease your investment property?

The Property Management team at Ben Price Estate Agents currently have quality tenants waiting for the right property.

Contact our Business Development Manager Kiera Visser on 0425 301 835

To find out if any of these prospective tenants suit your investment property contact ☎ 9832 3535 Mount Druitt or ☎ 4722 9995 Penrith

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Mount Druitt

9832 3535

Another Happy Ben Price Client

24 Celeste Court, Rooty Hill

We would absolutely recommend Ben Price Estate Agents without any hesitation at all



Another Happy Ben Price Client

13 Fleurs Street, Minchinbury

I would recommend Ben Price to my family and friends because I think that they will get the best deal going. They were very considerate and helpful and we could have a laugh as well!!



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